



THE CITY OF SAN DIEGO

ENVIRONMENTAL SERVICES

News Release

FOR IMMEDIATE RELEASE:
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SBC Pacific Bell Directory and City of San Diego Expands Telephone Book Recycling Program to Otay Mesa and San Ysidro

*Thousands of New Directories Ready for Delivery October 10 Through November 21, 2002
City Encourages Recycling Old Phone Books*

SAN DIEGO, CA — Thousands of newly printed 2002 SBC Pacific Bell directories are being delivered to Otay Mesa and San Ysidro residents during the San Diego South & East County Telephone Book Recycling Program, which runs from October 10 through November 21, 2002. This is a continuation of the Greater San Diego Book Recycling Program, which SBC Pacific Bell Directory and the City of San Diego Environmental Services Department kicked off in June, 2002.

“Recycling is essential to saving energy, conserving natural resources and lengthening the life of our landfill,” said Richard L. Hays, Director of the City’s Environmental Services Department. “One ton of recycled paper uses 64 percent less energy, 50 percent less water and saves 17 trees. By partnering with SBC Pacific Bell Directory, this event is a reminder to San Diegans how to recycle their old telephone books as the new ones are delivered this fall.”

The telephone books can be recycled in City of San Diego blue curbside recycling bins. In addition, to provide convenient access for recyclers who do not have curbside recycling, outdated directories can be dropped off at one of four designated sites in Otay Mesa and San Ysidro. To locate the closest drop-off site residents can call the SBC Pacific Bell Telephone Book Recycling Hotline Number (1-800-953-4400). While businesses may use the drop-off locations, those with 25 or more sets of telephone books should call their recycler waste hauler for a special collection.

~ More ~

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“Through this program, SBC Pacific Bell is making an effort to see that old phone books are not only replaced, but recycled,” said Anita Starnes, Southern California Recycling Manager of SBC Pacific Bell Directory. “Our telephone books are made with water based glues so the whole phone book is recyclable,” said Starnes.

The old directories are recycled into paper that is used to make new directories, envelopes and other paper products. In an effort to reduce the number of directories SBC Pacific Bell distributes to large companies, white pages are now being offered on CD-ROM, which reduces the number of directories that need to be printed by 15,000.

For more information about the SBC Pacific Bell Telephone Book Recycling Program call Environmental Services at (858) 694-7000.

The City of San Diego Environmental Services Department is charged with refuse collection and disposal, recycling and environmentally sound landfill management to meet the City’s long-term disposal needs. The Department also oversees the City’s management of energy use and explores innovative options for energy independence. For more information on recycling or Environmental Services, visit the department’s web site at <http://www.sandiego.gov/environmental-services/>.

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San Diego South & East County Telephone Book Recycling Program

Public Drop-Off Locations

October 10 – November 21, 2002

Otay Mesa

- **Save the Planet Recycling Center**
1115 30th Street
San Diego, CA 92154
(619) 429-3436
- **Albertson's**
1860 Coronado Ave.
San Diego, CA 92154
(619) 575-1031

San Ysidro

- **Recycle the Planet**
160-C West San Ysidro BL.
San Diego, CA 92173
(619) 428-8232
- **Vons**
620 Dennery Rd.
San Diego, CA 92173
(619) 428-3302

Information:

- SBC Pacific Bell Automated Message: 1 (800) 953-4400
- Environmental Services: (858) 694-7000